

## ABSTRACT

A video exposure reporting system is disclosed that includes a computer storage unit, a plurality of digital projectors, a production unit, an audience feedback unit, and an exposure log generation unit. The computer storage unit is for storing digital video data  
5 representative of video information. The plurality of digital projector assemblies is coupled to the central computer storage unit. The production unit is for assembling first presentation data to be shown at a first digital projector assembly. The audience attendance feedback unit is for receiving first attendance data representative of information regarding a number of people comprising a first audience in an environment  
10 associated with the first digital projector assembly at a first show time. The exposure log generation unit is for recording first log data that is representative of the display of the first presentation data to the first audience.